
To the Purchasing Public---

To Live, You Must EARN AND SPEND

To succeed you must earn more than you spend.

You may improve your position either by earning more or by spending less.

If you can't earn more you must spend less or you must go behind.

The amount that you spend is important; but the value you get for what you spend is much more important.

Good buying is the big end of success in life.

It is not in what you pay, but in what you get for what you pay that the profit lies.

"Shopping" is buying the daily needs of life with care and judgment.

Seventy per cent. of the people spend ninety per cent of their earnings in "Shopping."

The problem of successful "Shopping" is one of the great problems of life under present day conditions.

Because an article is cheap, it does not follow that you save money by buying it. But it may well be, that given the opportunity for comparison and careful selection, the cheaper article may serve the purpose as well as, or better than, the dearer one, and an actual saving be accomplished by its purchase.

To "shop" successfully, you must see what you are getting, and be able to select from an ample choice the article that best meets your needs at the price you can afford.

In staple articles of standard quality, the price is the main consideration, but it is the articles that are not staples that take up the greater part of the family income. It is in the purchase of these articles that careful inspection and selection is needed. If the family needs are bought hap-hazard, as demand occurs, there cannot be economy. Therefore there must be waste and loss.

Competition is the life of trade. Where there is competition in selling is where the customer can buy to best advantage, both as to selection and price.

The greater the competition in selling, the greater the advantage in buying.

The larger the city—if it is a commercial city—the greater the competition, the wider the selection, and the lower the prices.

New York is the best shopping city in North America, because it is the largest. Chicago is second, because it is the second largest. One of the chief reasons why New York and Chicago are the largest cities in North America is because from the beginning the merchants of those cities made them "shopping" centres.

Edmonton stands to Central and Northern Alberta as New York does to the United States; as Chicago does to the Middle West; as Toronto does to Ontario; Winnipeg to Manitoba, or Vancouver to British Columbia.

Edmonton contains about one-fourth of the population of Alberta north of Red Deer. The needs of the local population are, therefore, large, and competition in supplying those needs is active and energetic.

The industries which radiate from, or centre in, the city are varied. Besides the great industries of agriculture, there is coal mining, lumbering, fishing and fur trading. This variety of industry compels variety in trade, which tends against monopoly and promotes competition.

There is a wider range of needs to supply, and therefore a wider range of effort and means, in supplying them, than in any other city of the west, including even Winnipeg. No other western city has the like variety of trade to supply.

This is a land of magnificent distances. The cost of convenience of transportation is a most important factor in deciding business possibilities. Edmonton is on two transcontinental railway lines, and is reached by a third and competitive railway system. It is 40 miles nearer Winnipeg by rail than is Calgary. It has a direct

and the shortest possible rail haul to and from both Vancouver and Prince Rupert on the Pacific. Therefore it has assurance of low-cost rail rates and most prompt delivery of goods, which are important favorable factors under competitive selling conditions.

The cost of living enters into the cost of selling goods as well as of making them. Edmonton is surrounded by the most fertile mixed farming country on the continent. All food supplies are received at first, or at most, second, hand by consumer from producer without freight charges. These supplies include flour, beef, pork, poultry, eggs, butter, cream, milk and vegetables of all kinds. Coal is cheaper and in more assured supply in Edmonton than in any other city on the continent. Wood is abundant and available at the labor cost.

By reason of volume and variety of demand, efficient transportation service and lower living costs, Edmonton merchants are able to—and as a matter of fact actually do—offer a wider selection of goods at lower prices than any other city in the West.

The population of Alberta north of Red Deer is approximately 300,000. Of this number, say, 70,000 are in Edmonton. A quarter of a million people reside outside the city but within the territory which for governmental, educational, judicial and business purposes centres here. One hundred and thirteen trains arrive and depart from Edmonton each week under the new schedules—an average of 16 trains a day each way. Out of the total 113 trains each way, 103 bring passengers to Edmonton only. The other ten are mixed trains. The railways radiate from Edmonton in all directions, and give the people served by them the most convenient means of reaching this city, the business centre of the northern part of the province, as well as the capital of the whole province.

What is true of Edmonton retail business is true of Edmonton hotels. There is a wider range of good hotel accommodation in Edmonton than in any other city of the West. The hotels may be crowded at Fair time or during conventions, but under ordinary circumstances the visitor is sure of ample accommodation and good service.

Edmonton is the shopping centre of Central and Northern Alberta.

Intending purchasers should come to Edmonton and see what they are getting before they buy.


Be sure it is what you want and the best you can get for your money before you take it. There is plenty of choice. You don't need to take something "just as good."

Whether your earnings are large or small, your profit depends on how well you buy.

Your railroad fare is a small matter compared with getting the needs of your household of the right kind, of right quality and at the right price.

Johnstone Walker's Daily Store News
THIS STORE CLOSERS SATURDAY AT 1 P.M.

A Monday Special that's Sure to be Appreciated!
375 Yds. of \$1.25 Value in Dainty Cool
Dress Voiles and Organdies at 75c Yd.



to feel the need of cool airy dresses, comes an opportunity to participate in a one-day special that offers a saving of 50c per yard on the finest British and American Voiles and Organadies.

But as the quantity is limited to 375 yards, early shopping is especially advised.

There's a splendid range of plain shades, also a great variety of the most pleasing new floral stripes and check effects skillfully blended fast colorings. Regularly \$11.25 yard. Special Monday, per yard **75c**

Dainty Hand Crochet Lace
Doilies & Table Centres



A Pre-Inventory Clearance of
REMNANTS at 1-3 Off

It's only a matter of another week until stock

work will be keenly interested in these dainty new Hand Crochet Lace Doilies and Centres, from India.

Hand crochet work by the dusky natives at prices almost unbelievably low. They are of a very fine

goods section. Hence we are already commencing to "weed out" all short ends and remnants

In the Dress Goods and Silks Dept., on the Second floor, Monday's shoppers will find useful lengths

BAGGAGE is a Johnstone Walker SPECIALTY!
Better Assortments and Unmatchable Values

of imagination! For many years we made a specialty of baggage, keeping as our motto—"Better Assortments and Unmatchable Values." So come and give us an idea of what you want, and we'll meet your requirements to a nicety, whether you are planning a short vacation to local "beaches", across the continent, or overseas.

Mattson Suit Cases. Specially Priced at \$2.95 to \$2.65.

Serviceable Fibre Suit Cases. \$2.25, \$2.45, \$6.50.



Size 20 inches
Special **\$2.45**

Size 24 inches
Special **\$3.55**

Extra Good Values In Leather Suit Cases.

Serviceable well made Suit Cases, with the appearance of higher priced lines, of good quality leather with or without outside straps. Collar or Roll-top linings; fitted with inside press straps and no-ties; large swing handles. Sizes 24 to 36. Prices from \$4.95 to \$5.95.

Higher grade Leather Suit Cases, with well protected



Leather Club Bags of All Kinds.

Servicable Median Priced Bag of grained leather with easy grip double handles; fitted with reliable beads with side po. stronger catches. Lined with waterproofed hock like leather and fully servicable. Sizes 15, 18 and 20 inches. Priced at \$12.50.

Higher Grade Club Bags in walrus, cowhide or pig skin.

Notable Steamer Trunks at \$10.00 to \$25.00.
Good substantial Steamer Trunks with canvas covering and heavy metal binding on all edges, stayed with wide wooden staves all corners covered with heavy brass protectors, fitted with heavy locks and bolts. Nicely lined. Will stand rough usage. Sizes 32 to 40 inches. Special prices at \$10.00 to \$12.50.

Box Trunks at \$12.50 to \$25.00.
A good selection of the steepest and very similar construction to the steamer trunks to the left. Sizes 32 to 40 inches. Special prices at \$12.50 to \$25.00.

Cool Summer Dresses for Women and Misses
In Half a Dozen Different Styles..
cial Monday at \$5.75
We have every reason to believe the wash dress

Fully Half a dozen different models from which to choose. Fashioned in plain colored cham-

greens. Smart, one-piece styles, trimmed daintily with collars, cuffs, belts and pocketed in many smart ways. All sizes 15 to 40. Regularly \$8.00 to \$7.50. **\$5.75**
Special Monday

Women's Serviceable Wash Petticoats at \$1.75

Ideal for wearing with just such dresses as detailed above. Made of striped white and blue, or white and grey gabardine; durable washable material; easy to launder, finished with a tucked flounce and a drawstring at waist. Assorted lengths. **\$1.75**

Special Monday


**Lovely Silk Envelope Chemise,
Nightgowns and Camisoles**
Made More Attractive by SPECIAL PRICES

There's no denying the fact that every woman delights in fine silk lingerie, and except for the cost, they would all be wearing it. Consequently, with reduced prices for Monday we are anticipating greatly increased sales in this section Monday.

seration and lace edges. Have built-up shoulders. Just the thing to wear under summer blouses. **\$1.49**

Special Monday

Dainty silk Envelopes Chemise of good quality wash silk. flesh or white bodies top types, tailored, but with delicate embroidered flower sprays; others have dainty lace-trimmed tops. Special Monday **\$2.98**


 short sleeves are finished with embroidered scallops, front effectively hand embroidered.
 Special Monday **\$5.98**

Fine Wools for Knitting Slip-Overs and Sweaters, Etc.

Tapestry Table Covers and Library

P.K. DOUBLE KNITTING in old rose, grey, dark green and blue. Per yard \$1.00.

RAYON. Per yard \$1.00.

RAYON. SHIRAZ PRIMER. EFFECT in old rose, pebble and black, blue and white. 2 oz. skin; per lb. \$1.50.

RAYON. WALKERS UNSINKABLE VEST WOOL, 2 and 4 sizes. Per lb. \$1.50.

These who are contemplating the purchase of Tapestry Table Covers and Library Table Runners shouldn't fail to come and see these splendid lines specially priced for you.

TAPENTRY TABLE COVERS in plain colors, green, red, blue or striped ends. Press Coral borders. Small figures

For once skin
& Baldwin's
New Hilo. Ir-
White only. Per
ball \$60
Baldwin & Walk-
er's Ladyship Line.

also \$12.00 each. Special Monday

LIBRARY TABLE
RUNNERS—4 coll-
left in pretty color-
ings. Tan, blue and
green, old rose and
brown, and 2-tone
green. Size 19x24
Regularly \$4.00 ea.

and pale blue. 1st
skeln 40c

FUNERAL WREATHS
Emery Floral Co. Limited
EDMONTON LEADING FLOWERS
DALONE 5866

Business Cards

(Continued)

VETERINARY SURGEONS

DR. KAIN - VETERINARY SURGEON
Office and hospital for horses and dogs,
1011 10th street, S. E. (over C&N) opp.
Hwy. 101. Specialties: dentistry, sur-
gery, and the care of the horse.

DR. C. A. GOVIN, VETERINARY SURGEON
Office and hospital for horses and dogs,
1011 10th street, S. E. (over C&N) opp.
Hwy. 101. Specialties: dentistry, sur-
gery, and the care of the horse.

DR. E. A. MOORE, VETERINARY SURGEON
Office and hospital for horses and dogs,
1011 10th street, S. E. (over C&N) opp.
Hwy. 101. Specialties: dentistry, sur-
gery, and the care of the horse.

X-Ray

A. GILES BARTON
RAY LABORATORY
Phone 724, 100 McClellan Bldg., Edmonton.

PROSPECTS OF SPLENDID CROP IN THE NORTH

Reports From Agents Along Line
of E.D. and B.C.R. Most
Encouraging

Reports from agents along the line
of the Edmonton, Dunsmuir and
British Columbia railway shows farm-
ing conditions in a healthy condition
and, in the majority of cases, good
acres and prospects of a
splendid harvest.

The report which was prepared July
10 and received here Thursday is as
follows:

Fortinville—Estimated acreage
wheat 2,800, barley 2,000, oats 2,000.
About the same acreage as last year.

Woodstock—An attempt to give esti-
mated acreage under crop, which is
about the same as last year, about 10
per cent, wheat 15 per cent, barley,
balance oats.

High Prairie—100 acres wheat, 200
acres barley and 2,000 acres oats.
About the same acreage as last year.

Spirit River—Estimated acreage
wheat 2,000, barley 2,000, oats 2,000.
About the same acreage as last year.

Grande Prairie—Estimated acreage
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TRAFFIC BETTER LAST WEEK ON STOCKYARDS

Large Numbers of Farmers Visit
the Yards During Exhibition
Week

Cattle receipts for the week were
444 including eighty six calves, fifty
nine calves and twelve calves on
through billing. The receipts continu-
ed but trading on all grades es-
pecially on stockers was considerably
improved. It being the week of the
Edmonton Exhibition a large number
of farmers from the yards and in-
quired into the prospects of obtaining
cattle at a later date for grading pur-
poses. Several farmers made pur-
chases and during the week several
car loads of stockers were shipped to
points in central Alberta for grazing
purposes. Up to date there has been
a very light demand for stockers and
breeding cattle from the Peace River
country, but the Provincial Depart-
ment are expected to purchase a
number of breeding cattle after July
15th, under the terms of the late
Stock Encouragement Act. If bank-
ing associations would stimulate stock-
ers a good market for stockers and
breeding cattle would be assured.
Weather conditions are ideal for
rapid growth and every indication
for good crop throughout Central
and Northern Alberta. The chief fea-
ture of the week's market was a large
pure bred auction sale of 18 head
and Hereford cattle contributed by
Robert Brown, Vegreville, Alta. Twenty
four female short horns averaged
\$21.50 each. The Hereford
averaged \$20 for twenty five head.
The beef market remained fairly
steady although there was a limited
quantity offered and the beef market
was barely established, one steer aver-
aged 125 topped 12.50, a bulk of
steers over ten hundred sold from
1.00 to 1.20, common steers sold
1.00 to 1.20. Butcher cows topped
1.00 to 1.20, many of them sold
from 1.00 to 1.20, a number of young
few butcher bulls were offered,
one 1.50 to 1.75, stockers demand
showed considerable improvement,
choice stockers sold 1.50 to 1.60, medium
1.40 to 1.50, common 1.30 to 1.40.
Fair demand for heavy grass feed-
ing steers, but very few were offered.
Calf prices held fairly steady, a few
choice ones topped twelve dollars but
bulk calves sold from 10.00 to
11.00.

Sheep receipts were 12, common
tweeds sold 2.00 to 2.25, choice ewes
of offered would sell from 1.00 to
1.25 per hundred.

Reg. receipts were 194, ewes held
steadily at 1.50 until Wednesday when
species advanced 2.00 but on Thurs-
day market was 1.50 to 1.75. Spec-
ies for fairly steady market
throughout the coming week.

Horse receipts 112, bulk of the re-
ceipts being made up of heavy horses
to points in Peace River country
and points in the 47th to 50th B.C.
regional good heavy horses remain on the
market.

L. E. Gunnarson shipped 8 cattle
and 2 horses, 8 head of calves and
setters effects billed from Caribou
to L. E. Gunnarson.

B. Brown shipped 22 horses through
from L. E. Gunnarson to L. E. Gunnarson.

Gunnarson's Ltd. got 14 head of hogs
Monday.

Freeman Co. Ltd. had 52 cattle and
21 hogs through from Clearhill to
L. E. Gunnarson.

M. Stewart had 4 horses with a car
of settlers effects through from H. H.
Kirk to Prime Gunnarson.

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W. May shipped 10 horses and a
car of settlers effects through from
H. H. Kirk to Prime Gunnarson.

J. H. Williams had 6 cattle and 2
horses with a car of settlers effects
through from H. H. Kirk to Prime
Gunnarson.

The Webber was in from Kitchissippi
and got 31 cattle and a calf.
Gunnarson got 3 cattle and 66 hogs
Saturday.

Burns got 209 hogs and 31 cattle
and calves Saturday.

Kelly, Brown were in from Tofield
and got 22 cows for feeding.

W. N. Mills shipped 4 horses with a
car of settlers effects through from
Chelmsley to Grande Prairie.

A. J. Hills shipped out 7 pure bred
Hereford bulls out to the 12th B.C.
branching Co. at Judah this week.

M. M. Suberland shipped a car of
horses with a car of settlers effects
through from Windthorst to Judah.

J. B. Suberland shipped 14 horses
through to Judah from Windthorst.
Oscar Brown shipped two pure bred
bulls to L. E. Gunnarson and A. L. Ben-
nett at Edmonton.

P. Burns and Co. got 43 head of
cattle at the Yards Wednesday.

O. A. Brown sent a pure bred bull
to Nelson J. McLean at Lethbridge.
D. M. Young shipped a horse to
Meadow.

A. J. Hills and Co. shipped 55 ha-
fers to E. H. Whybrow at Killam.
Swifts got 7 cattle and 22 hogs at
the Yards this week.

D. A. Whitten shipped a load of 17
horses through to Tellico, B.C.
T. Tiffin shipped out 71 sheep and
lambs to Tellico B.C.

C. L. Wall shipped 10 cattle to Ver-
million this week.

B. C. The Vinny had 7 horses bil-
led through the Yards with a car of
settlers effects billed through from
Curtis to House Rock.

Wood, Wetherby and McCarthy had a
load of 27 cattle billed out to L. E.
Gunnarson at Edmonton.

L. L. Warkle 4 cattle and 1 horse
billed through from Okotoks to Drift
Pile.

F. Middleton 40 cattle, 15 calves
and 3 horses with settlers effects
billed from Morikuk to Judah, Alta.

Both main lines of the national
system of railways were blocked for
a couple of hours Saturday morning
due to a switching accident on the
trucks at 11th street and caused con-
siderable damage to rolling stock and
freight. The accident, which happen-
ed at seven o'clock in the morning,
slightly delayed G.T.P. trains.

GEORGE CARPENTIER
SALTS FOR EUROPE.
New York, July 10—George Car-
pentier, the French painter, was one
of 5,000 passengers on four liners
sailing from New York Saturday for
Europe. Carpentier sailed on La
Marseilles. The other liners were the
Kronprinzessin, Philadelphia and
Dante Alighieri.

VILLA VANDERLINDA
TO BE REBUILT.
Mexico City, July 10—The govern-
ment has decided to rebuild the "Villa
Vanderlinda" of Francisco Villa, General
Francisco I. Madero, under-secretary
of war and marine, told the Associ-
ated Press Saturday. Only uncon-
ditional surrender, he declared, would
be accepted.

July Clearance Sale

Remnants! Remnants! Remnants!

Half Price!

At the Embroidery Counter Monday, many
useful lengths up to 2 yards of

17 and 27-inch Embroidery Lace, Edgings,
Cords, Camisole Lace, Braids, etc.

All on the counter, Monday morning and
available at half the regular price.

ALL OUR BEDROOM FURNITURE REDUCED

With the exception of Simmons' Wood
Finished and White Enamel Beds, Springs
and Mattresses, every piece of bedroom fur-
niture in stock is selling at reduced prices.

Are you availing yourself of this offer?

HOSIERY

Two Welcome Sale
Values for Monday

**REGULAR 75c CHILDREN'S
AND MISSES' HOSE AT
50c**

If you would buy splendid 75c silk lisle
hose at 50c, come early Monday to Ramsey's.
A fine 1-1 rib or high grade mercerized yarn,
with spliced heels and toes, and double soles.
GUARANTEED. Sizes 5 to 8½, in white or
black.

**Women's 75c Silk Lisle
Hose at 3 pairs for \$1.00**

Seamless, with elastic tops, double soles
and strongly reinforced heels and toes.
GUARANTEED. All sizes in white or brown.

Starting 9 a.m. Monday
Black Taffeta Silk

Starting 9 a.m. Monday
Regular \$2.50,
Monday, 9 A.M. **\$1.98**

A pure dye soft chiffon finished taffeta in a beautiful
black, absolutely free from filling and every thread pure
silk. An exceptional value. 36 inches wide. All phone
and C. O. D. orders filled in rotation.
PHONE 91236—SECOND FLOOR

Women's Pumps--Magnificent Offering

Smartest Models **\$6.95** Black Kid, Brown
Kid, Patent Leather
Reg. to \$12.50 pr.

A sale of first magnitude which warranted premier position on the page, this
unusual offering of finest, smartest pumps at dollars less than their regular
prices. They are fashioned of the highest grades of kid and patent leather, in the
Colonial style, with buckle to match. They are best suited to street wear. All
widths. Sizes 2½ to 7. Values to \$12.50, to \$6.95 Monday. That's all.

July Sale July Sale July Sale

**WOMEN'S FINE FRENCH
KID OXFORDS**—Very ap-
propriate for street wear. They
have Goodyear welted soles,
recede toes, imitation toe caps,
French or Military heels. All
widths, sizes 2½ to 7. July
Price **\$8.95**
Sale **\$7.95**

July Sale July Sale July Sale

**WOMEN'S WHITE EVE
CLOTH OXFORDS** of a nice
fine quality of eve cloth; de-
signed with recede toes, leather
soles and leather French or
military heels. Sizes 2½ to 7.
July
Sale **\$3.25**
July Sale **\$4.25**

July Sale July Sale July Sale

**WOMEN'S WHITE EVE
CLOTH BOOTS**—One of the
best made and a popular sel-
ler. They have plain toes, en-
amelled solid leather soles and
French military heels. Sizes
2½ to 7.
July Sale **\$4.25**

BEAUTIFUL BEDROOM FURNITURE

EXTRAORDINARILY REDUCED IN PRICE!

Every new home builder and every home owner who needs
new bedroom furniture, will find the opportunity he has been
looking for in our July Sales.

Reg. \$41.00 Dressers, \$30.00
2 only, Dressers of genuine oak in
fumed finish, nice medium size. Has
three long drawers and a plate mirror
set in a neatly designed frame.

Reg. \$65.00 Dressers, \$45.00
2 only, Golden Oak Dressers and 2
only, Fumed Oak Dressers. Fitted
with two large and two small draw-
ers and a large plate mirror support-
ed by neatly designed standards.

Reg. \$100.00 Chiffrobes, \$65.00
1 only, Genuine Black Walnut Chif-
frobes. An ideal piece of furniture for
a man's room. 2 large drawers at
the bottom and a 2-door cupboard at
the top, enclosing four neatly ar-
ranged drawers.

**Reg. \$186.00 Fumed Oak Bed-
room Suite \$125.00**
A handsome 3-piece Suite expertly
constructed of solid quarter cut oak.
Includes Princess Dresser with long
mirror; Chiffonier with fine large
drawers, and full size Double Bed.
Suite complete, regular \$186.00, at
\$125.00 Monday.

Regular \$75.00 Princess Dressers, \$48.50
These are well made of solid quarter cut oak in a beautiful golden finish,
and are fitted with one long drawer and two short drawers. Full length
oval or oblong mirrors.

Regular \$60.00 Simmons Wood Finished Steel Beds, \$43.50
4ft. 6in. size only, Beautiful Service-giving Beds in a very attractive
design finished in dark blue with a black stripe. Regular \$60.00, at \$43.50
Monday.

**75 Pairs of Flannelette
Blankets Special at
\$2.95 Pair**



These lovely blankets are made from
best quality flannelette and are beau-
tifully finished with a soft nap on
both sides. Choice of white or grey;
size 66 x 76 inches. Very special, \$2.95
pair. Monday.

**Cotton Filled Comforters
Special \$2.95**

Good grade comforters, filled with a
pure sanitary cotton and covered
with a drapery chintz in floral de-
signs. Size 60 x 72 inches. Very spe-
cial, \$2.95, Monday.

**JAMES RAMSEY
LIMITED**

DR. TOLMIE TO VISIT THE FAIRS ALL OVER WEST

Visit to Wainwright From Ed-
monton, and Will Be in Red
Deer Monday

Dr. R. P. Tolmie, minister of agricul-
ture for the Dominion in this year
visiting several of the Western Fairs.
After leaving Edmonton, where he
officially opened the fair, the minister
went to Calgary and then to Wain-
wright where he is interested in ex-
periments that are being worked
out in regard to raising the buffalo
with cattle and domestic cattle.

Dr. Tolmie will be in Red
Deer Monday where he will open the an-
nual fair there, the first one on the R.
Crease. Mrs. Tolmie and the Misses
Tolmie joined the Doctor at Edmon-
ton and will complete his Western
tour with him.

POLICE CHIEF AND TWO INSPECTORS ARE GIVEN GIFTS

Mr. Robert Kinsler, governor of the
Hudson's Bay Company, appre-
ciating the effective services of the
police of this city during the summer
half here recently, has written Chief
of Police Shute a very congratulatory
letter and also a cheque, token of his
appreciation in the form of a gold
piece, the money being for the com-
memorative in the same way as the
for Blackwood and Fraser.



**Pa and me both
have the same
breakfast
Thats Bobby
Post
TOASTIES
(The best corn flakes)**